

### **Abstract of the Disclosure**

A method for tracking behavior which includes enabling a customer to view a plurality of online accounts, and enabling the customer to access the online accounts is provided. The method may include tracking the transaction history of each account; and providing flexible reporting to track customer events. The customer events may be customer transactions or customer purchases. The method may further include providing targeted email campaigns to the customer, and providing rewards to the customer based on the tracked customer events.

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